

What is Claimed Is:

1. A method for producing hair colorants in which the intermediates and the direct dyes are dissolved in liquid or creamy carrier masses that are mixed together by a computer-controlled device based on recipes stored in the computer, comprising:
 - providing a plurality of dyes;
 - receiving into the computer from a customer an indication of an existing hair color;
 - visually displaying to the customer a plurality of optional changes to the existing hair color;
 - receiving into the computer from the customer, responsive to the visually displaying, an indication of a desired change to the existing hair color;
 - selecting with the computer, from the plurality of dyes, selected dyes for mixing into a hair colorant;
 - dissolving the selected dyes with intermediates in a precursor stage in a carrier mass with only as much alkalizing agent as necessary for the dissolving and stabilizing of the intermediates, of the selected dyes and of the carrier mass; and
 - adding an alkalizing agent to the dissolved dyes.
2. The method according to Claim 1 and further including the step of adding peroxide to the dissolved dyes.
3. The method according to claim 1 or 2 wherein the alkalizing agent is selected from the group comprising ammonia and 1 to 25% ammonium hydroxide and 1 to 100% ethanolamine and 1 to 100% aminomethylpropanol and 1 to 10% sodium hydroxide and 1 to 10% potassium hydroxide.
4. The method according to claim 1 and further including the steps of:
 - dissolving the intermediates and the selected dyes with the associated substances at 70 to 80°C in the precursor stage in order to produce a base component in an aqueous phase;
 - adding an alkalizing agent; and
 - adding, during a cooling-off process, perfume substances at approximately 50°C.
5. The method according to claim 1 wherein:
 - when the selected dyes are dissolved for use in a salon, the appropriate amount of peroxide is added for use in the salon; and
 - when the selected dyes are dissolved for use outside the salon the peroxide amount is filled separately into a container.

6. A method in accordance with claim 1 wherein the receiving into the computer from a customer an indication of an existing hair color includes:
 - visually displaying on a display terminal a plurality of hair colors; and
 - receiving, based on the visually displaying, an indication of a selected one of the plurality of hair colors.
7. A method in accordance with claim 6 wherein the receiving an indication of a selected one of the plurality of hair colors includes providing a touch screen on which the plurality of colors are displayed.
8. A method in accordance with claim 1 and further including:
 - packaging the dissolved dyes; and
 - dispensing the dissolved dyes.
9. A method in accordance with claim 1 wherein the selecting dyes comprises operating a controller responsive to the indication of the existing hair color and the indication of the desired change to the existing hair color.
10. A method in accordance with claim 9 and further comprising storing information corresponding to the existing hair color, information corresponding to the desired change to the existing hair color and information for selecting the selected dyes as a function of the existing hair color and the desired change to the existing hair color.
11. A system for producing hair colorants in which the intermediates and the direct dyes are dissolved in liquid or creamy carrier masses that are mixed together by a computer-controlled device based on recipes stored in the computer, comprising:
 - a processor;
 - a touch-screen display connected to the processor;
 - a memory connected to the processor;
 - a plurality of containers storing a corresponding plurality of dyes;
 - a mixer;
 - the processor operative with control instructions in the memory to perform the steps of:
 - receiving from the touch-screen display an indication of an existing hair color;
 - displaying on the touch-screen display a plurality of optional changes to the existing hair color;

receiving on the touch-screen display an indication of a desired change to the existing hair color;
selecting, from the plurality of dyes, selected dyes for mixing into a hair colorant;
dispensing from the plurality of containers the selected dyes;
operating the mixer to mix the selected dyes with intermediates in a precursor stage in a carrier mass with only as much alkalizing agent as necessary for the dissolving and stabilizing of the intermediates, of the selected dyes and of the carrier mass; and
adding additional alkalizing agent to the mixed dyes.

12. The system of claim 11 wherein the additional alkalizing agent is selected from the group comprising ammonia and an ammonia substitute.

13. The system of claim 11 and further including the step of adding peroxide to the dissolved dyes.

14. The system of claim 11 or 12 wherein the alkalizing agent is selected from the group comprising ammonia and 1 to 25% ammonium hydroxide and 1 to 100% ethanolamine and 1 to 100% aminomethylpropanol and 1 to 10% sodium hydroxide and 1 to 10% potassium hydroxide.

15. The system of claim 11 and further including the steps of:
dissolving the intermediates and the selected dyes with the associated substances at 70 to 80°C in the precursor stage in order to produce a base component in an aqueous phase;
adding an alkalizing agent; and
adding, during a cooling-off process, perfume substances at approximately 50°C.

16. The system of claim 11 wherein:
when the selected dyes are dissolved for use in a salon, the appropriate amount of peroxide is added for use in the salon; and
when the selected dyes are dissolved for use outside the salon the peroxide amount is filled separately into a container.

17. The system of claim 11 and further including:
a packager for packaging the mixed dyes; and
a dispenser for dispensing the packaged dyes.

18. The system of claim 11 wherein the selecting dyes comprises operating the processor responsive to the indication of the existing hair color and the indication of the desired change to the existing hair color.

19. The system of claim 11 and further comprising storing in the memory information corresponding to the existing hair color, information corresponding to the desired change to the existing hair color and information for selecting the selected dyes as a function of the existing hair color and the desired change to the existing hair color.

20. A system for producing hair colorants in which the intermediates and the direct dyes are dissolved in liquid or creamy carrier masses that are mixed together by a computer-controlled device based on recipes stored in the computer, comprising:

- means for receiving from a touch-screen display an indication of an existing hair color;

- means for displaying on the touch-screen display a plurality of optional changes to the existing hair color;

- means for receiving on the touch-screen display an indication of a desired change to the existing hair color;

- means for selecting, from a plurality of dyes, selected dyes for mixing into a hair colorant;

- means for dispensing from a plurality of containers the selected dyes;

- means for mixing the selected dyes with intermediates in a precursor stage in a carrier mass with only as much alkalizing agent as necessary for the dissolving and stabilizing of the intermediates, of the selected dyes and of the carrier mass; and

- means for adding additional alkalizing agent to the mixed dyes.

21. The system of claim 21 wherein the additional alkalizing agent is selected from the group comprising ammonia and an ammonia substitute.

22. A system for producing hair colorants in which the intermediates and the direct dyes are dissolved in liquid or creamy carrier masses that are mixed together by a computer-controlled device based on recipes stored in the computer, comprising:

- means for providing a plurality of dyes;

- means for receiving into the computer from a customer an indication of an existing hair color;

means for visually displaying to the customer a plurality of optional changes to the existing hair color;

means for receiving into the computer from the customer, responsive to the visually displaying, an indication of a desired change to the existing hair color;

means for selecting with the computer, from the plurality of dyes, selected dyes for mixing into a hair colorant;

means for dissolving the selected dyes with intermediates in a precursor stage in a carrier mass with only as much alkalizing agent as necessary for the dissolving and stabilizing of the intermediates, of the selected dyes and of the carrier mass; and

means for adding an additional alkalizing agent to the dissolved dyes.

23. The system of claim 22 wherein the additional alkalizing agent is selected from the group comprising ammonia and an ammonia substitute.